

Community Profile

City of Salem, Virginia

City of Salem

Salem, "Virginia's Championship City,"
Welcomes You!

Salem is known for its small town hospitality and big city ambition. Potential locations for any type of business abound: from our modern West Main Street Retail Corridor to our mixed-use Downtown. The city has a large manufacturing sector spread throughout, including names like General Electric and Yokohama Tire. We are home to two of the largest medical facilities in the area, Lewis Gale Medical Center and the Veterans Affairs Medical Center. The city offers assistance with permitting fees and utility connections for new construction based on job creation, wages, and investment.



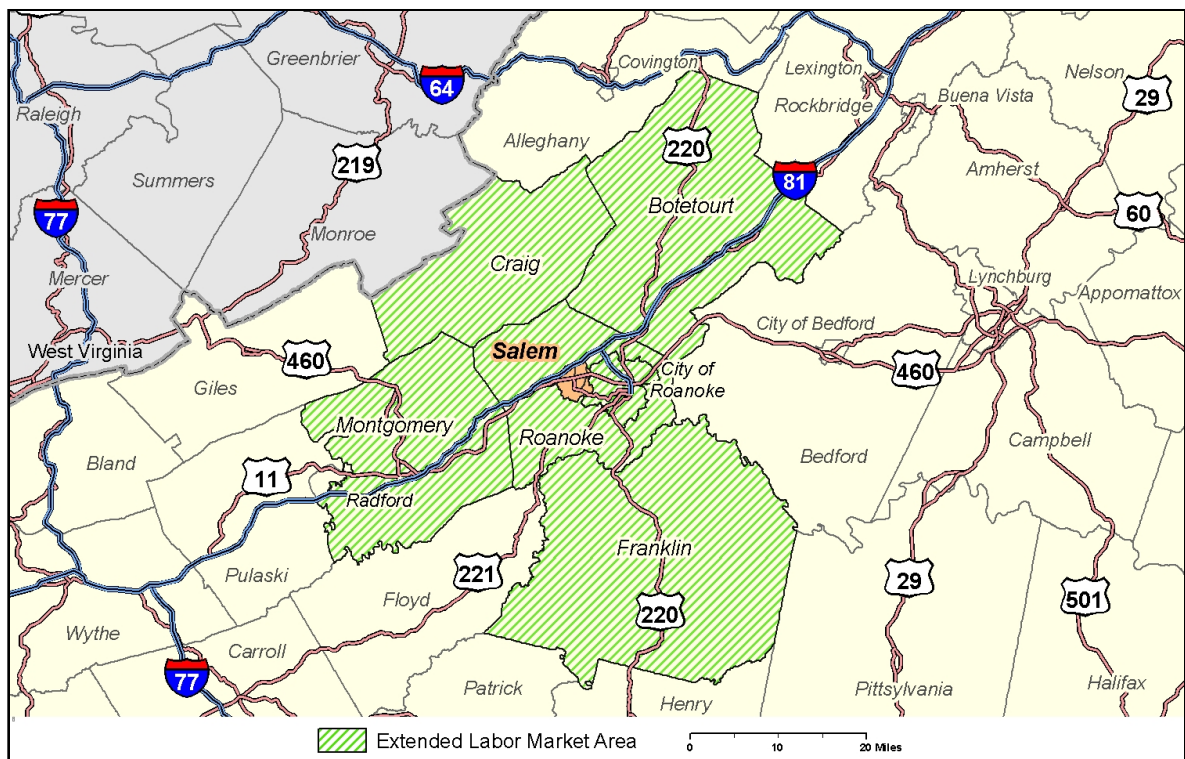
Location

Salem is strategically located on Interstate 81 just west of Roanoke.

The independent city of Salem, located in southwestern Virginia, is the Roanoke County seat. This 14.4 square mile community is strategically situated on Interstate 81 in the Roanoke Valley between the Alleghany and Blue Ridge Mountains. Salem has a strong and diverse economy that is conducive to business and industry.

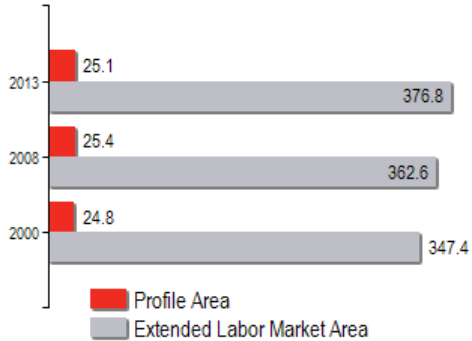
Salem is adjacent to the city of Roanoke, 189 miles southwest of Richmond, the state capital, and 250 miles southwest of Washington, D.C.

The city of Salem is part of the Roanoke Metropolitan Statistical Area (MSA).

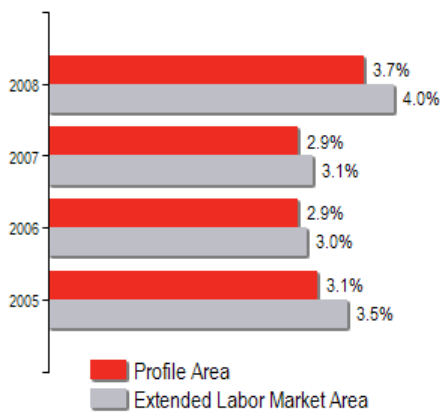


Labor Market Data

Population in Thousands



Unemployment Rates



Population

Gender Distribution (2008)	Male	Female
City of Salem	47.4%	52.6%

Race/Ethnicity (2008)

Classification	Profile Area	Labor Area
White	23,158	309,202
Black	1,730	40,287
Asian	292	7,895
Two or More	225	4,374
American Indian or Alaska Native	38	716
Pacific Islander	6	152
Hispanic (may be of any race)	401	2,406

Median Age (2008)

40 years

Civilian Labor Force 2008

City of Salem	13,542
Surrounding Labor Area	189,224
Total	202,766

Labor Force Participation 2000 Census

City of Salem	64.0%
Surrounding Labor Area	62.9%

Unemployment

Unemployment Rate (December 2009)	
City of Salem	6.2%
Labor Area	7.1%
Statewide	6.7%
Unemployed (2008)	
City of Salem	499
Labor Area	7,624
Total	8,123
Underemployed (4th Quarter 2009)	
City of Salem	1,213
Labor Area	18,368
Total	19,581

Labor Market Data

Over 10,000 enter the labor force each year from college/university and secondary educational institutions located in and around the region.

Commuting Patterns -- 2000 Census		
Live and work in City of Salem:	5,659	19.5%
Total In-Commuters:	16,767	57.9%
Total Out-Commuters:	6,529	22.5%
Net In-Commuters:	10,238	
In-Commuters From:		
Roanoke Co. VA	6,442	43.8%
Roanoke City VA	5,409	36.8%
Montgomery Co. VA	1,149	7.8%
Botetourt Co. VA	1,006	6.8%
Franklin Co. VA	691	4.7%
Out-Commuters To:		
Roanoke City VA	3,501	56.1%
Roanoke Co. VA	2,365	37.9%
Montgomery Co. VA	216	3.5%
Botetourt Co. VA	109	1.7%
Radford City VA	47	.8%

Additional Labor Resources	
High school graduates not continuing (2008-2009)	13
Two-year college graduates (Spring 2008)	646
Two-year college enrollees (Fall 2008)	8,888
Other college and university graduates (Spring 2008)	10,101
Total	19,648

Educational Attainment	
Percentage of City of Salem 2005-2006 ninth graders graduating in 2008-2009	89.2%
Percentage of City of Salem population age 25+ who are high school graduates	82.0%
Percentage of City of Salem population age 25+ who have earned a Bachelor's Degree or higher	19.8%

Labor Market Data

Labor costs in the region are well below the national and state averages.

Employment by Sector* (2nd Qtr. 2009)

Natural Resources and Mining	N.D.	N.D.
Construction	1,150	5.1%
Trade	4,102	18.1%
Transportation and Utilities	560	2.5%
Manufacturing	3,641	16.1%
Information	86	0.4%
Financial	675	3.0%
Services	7,998	35.4%
Government	4,414	19.5%
Other	0	0
Total	22,620	100.0%

N.D. - Not Disclosed

*By Business Establishment

Employment by Occupation* (2nd Qtr. 2009)

Construction, Extraction & Maintenance	2,243	12.1%
Farming, Fishing & Forestry	29	0.2%
Managerial, Professional & Related	3,896	20.9%
Production, Transportation & Material Moving	4,129	22.2%
Sales & Office	5,230	28.1%
Service	3,074	16.5%
Total	18,601	100%

*By Business Establishment

Labor Market Data

The Roanoke Valley offers a diverse employment base, with a strong manufacturing sector.

Major Employers

Manufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
General Electric Company	Industrial controls	1,000 - 1,499
Graham White Mfg. Company, Inc.	Railroad equipment	100 - 299
Timber Truss Housing Systems Inc.	Housing	100 - 299
Yokohama Tire Corporation	Tires	600 - 999

NonManufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
Carter Machinery Company, Inc.	Construction & mining equipment	300 - 599
City of Salem	Local government	600 - 999
Lewis Gale Medical Center	Hospital	1,000 - 1,499
Roanoke College	Higher education	300 - 599
Salem City Schools	Schools	300 - 599
U.S. Foodservice	Food distributor	300 - 599
Veterans Administration Medical Center	Hospital	1,000 - 1,499
Virginia Department of Transportation	State agency	600 - 999

Labor Market Data

Closings, Reductions, Layoffs (1/2008 to date)

<i>Date</i>	<i>Type</i>	<i>Company</i>	<i>Product/Service</i>	<i>Employees Affected</i>
12/1/2008	Closing	Salem Preferred Partners	Helped make engines ready for Volvo, engine grooming	104

Union Activity (1/2005 - 9/2009)

Petitions filed for representation	1
Elections won by company	1

Labor Market Data

Estimated Earnings (May 2008)				
Occupation	Median Wage	Mean Wage	Median Salary	Mean Salary
Packers and packagers, hand	\$8.80	\$9.29	\$18,302.56	\$19,321.89
Laborers and freight, stock, and material movers, hand	\$10.16	\$10.66	\$21,131.23	\$22,170.77
Truck drivers, light or delivery services	\$11.06	\$12.28	\$23,005.23	\$25,533.87
Truck drivers, heavy and tractor-trailer	\$15.36	\$17.19	\$31,939.81	\$35,763.58
Maintenance and repair workers, general	\$15.41	\$16.11	\$32,045.45	\$33,499.28
Construction laborers	\$11.40	\$11.76	\$23,717.78	\$24,456.40
Office clerks, general	\$11.98	\$12.45	\$24,918.13	\$25,901.81
Stock clerks and order fillers	\$10.46	\$11.00	\$21,755.07	\$22,876.36
Receptionists and information clerks	\$10.66	\$10.85	\$22,169.95	\$22,572.59
Customer service representatives	\$13.32	\$13.92	\$27,715.24	\$28,960.89
Bookkeeping, accounting, and auditing clerks	\$13.96	\$14.60	\$29,039.38	\$30,358.43
First-line supervisors/managers of office & admin support workers	\$20.65	\$23.46	\$42,952.55	\$48,793.46
Sales reps, wholesale & manufacturing, ex technical & scientific products	\$19.65	\$23.72	\$40,863.88	\$49,340.94
Security guards	\$9.66	\$10.39	\$20,101.41	\$21,611.33
Nursing aides, orderlies, and attendants	\$10.74	\$11.02	\$22,331.61	\$22,926.40
Registered nurses	\$26.09	\$26.68	\$54,257.98	\$55,502.40
Teacher assistants	\$9.23	\$9.40	\$19,193.16	\$19,561.08
Elementary school teachers, except special education	\$24.61	\$24.63	\$51,194.33	\$51,226.95
Accountants and auditors	\$23.00	\$25.74	\$47,839.84	\$53,543.06
General and operations managers	\$40.30	\$46.90	\$83,834.07	\$97,545.68

Per Capita Personal Income (2007)

\$37,324

Median Family Income (FY 2009)

\$61,879

Education

G. W. Carver and East Salem Elementary Schools have been named Title I Distinguished Schools by the Virginia Department of Education for the fourth consecutive year.

Public School Enrollment — Fall 2009

<i>Level</i>	<i>Number</i>	<i>Enrollment</i>
Elementary	4	1,697
Middle	1	934
High School	1	1,310

Student Teacher Ratio (2008-09)

Elementary	16.8:1
Secondary	9.2:1
Percentage of 2005-2006 ninth grade membership graduating 2008-2009	89.2%
Percentage of high school graduates continuing education 2008-2009 (including military)	84.9%

Per Pupil Expenditure (FY 2008)

\$9,939.00

Workforce Development Facilities

<i>Facility</i>	<i>Type</i>
Burton Center For Arts and Technology	Career and Technical Center
Covington Workforce Center	VEC Workforce Center
Franklin Center for Advanced Learning and Enterprise	Comprehensive Center
Roanoke Workforce Center	VEC Workforce Center

Education

Roanoke College has been ranked among U.S. News & World Report's top 10 regional liberal arts colleges in the South for seven consecutive years.

Higher Education Facilities — Fall 2008

<i>Facility</i>	<i>Enrollment</i>
Virginia Tech	30,739
Radford University	9,157
Virginia Western Community College	8,532
Roanoke College	2,021
Ferrum College	1,384
Hollins University	1,058
Jefferson College of Health Sciences	995
ECPI Technical College - Roanoke Campus	356
Roanoke Higher Education Center	*
National College - Roanoke Valley Campus	†

* Enrollment figures are included in participating colleges and universities.

† Enrollment figures are not available.

Transportation

Interstate 81 and U.S. Route 460 and 220 link to major north-south and east-west routes including Interstates 64, 77, 40, 85 and 95.

Interstates

Name	Distance
I-81	0.0 miles (0.0 km.)
I-581	2.2 miles (3.5 km.)
I-64	31.0 miles (49.9 km.)
I-77	49.5 miles (79.6 km.)

Note: Measured from border of locality/region.

Highways

Highway 11	Highway 112	Highway 311	Highway 419	Highway 460
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Note: 4-Lane US Highways located within locality/region.

Commercial Air Service

Roanoke Regional Airport, Roanoke -- 7.5 miles (12.0 km.)

Delta Connection	Northwest Airlin	United Express
US Airways	Allegiant Air	

Lynchburg Regional Airport, Lynchburg -- 59.3 miles (95.4 km.)

Delta Connection/ Atlantic	US Airways Express	
Southeast Airlines		

Note: Within a 75-mile drive of the center of the locality/region.

Transportation

With over 60 scheduled airline flights arriving and departing daily, the Roanoke Regional Airport offers nonstop service to dozens of major cities, as well as frequent connecting service through the hubs of five major airlines.

General Aviation Service

<i>Name</i>	<i>Runway Length</i>
Virginia Tech Airport, Blacksburg	4,550 ft (1,387 m)

Freight Rail Service

Norfolk Southern Railway Company

Seaports

<i>Name</i>	<i>Distance</i>
Port of Virginia	268.0 miles (431.3 km)

Note: Driving distance from the center of the locality/region to Port of Virginia and any other seaports within 100 miles.

Other Ports of Entry

<i>Name</i>	<i>Distance</i>
New River Valley Airport (Virginia TradePort)	7.5 miles (12.0 km)
Port of Washington - Dulles	224.2 miles (360.7 km)

Note: Driving distance from the center of the locality/region to Port of Washington - Dulles and any other port of entry within 100 miles.

Utilities

The City of Salem owns and operates its own electricity distribution system. The Electric Department operates and maintains 11 substations and one transmission switching station.

Utilities	
Electric	City of Salem
Natural Gas	Roanoke Gas Company
Telecommunications	Verizon-Virginia
Water	City of Salem
Waste Water Treatment	City of Salem
Solid Waste Disposal	Amelia County Landfill

Financial Institutions

Valley Bank has been recognized as one of the fastest growing and most profitable start-up community banks in the Mid-Atlantic region.

Financial Institutions — 2nd Qtr 2009 Assets

<i>Bank</i>	<i>Assets (millions)</i>
Wachovia Bank, N.A.	\$560,556.0
SunTrust Bank	\$170,140.0
Branch Banking and Trust Company	\$147,643.9
WoodForest National Bank	\$3,194.1
StellarOne Bank	\$3,034.6
Carter Bank & Trust	\$3,024.7
Valley Bank	\$692.5
Bank of Floyd	\$221.2

City of Salem

The Salem Bike Route is an 11.2-mile round trip course designed for all ages and skill levels.

Government

Salem has a five-member City Council. Members are elected at-large and serve a four-year term. City Council elects the Mayor and Vice-Mayor from their members for a two-year term.

The City Council appoints a professional City Manager and Assistant City Manager to oversee the daily operations of the city.

The city has a comprehensive plan and zoning and subdivision ordinances.

Taxes

Localities in Virginia collect a 1% sales tax. They do not tax other items taxed at the State level.

Counties and cities in Virginia are separate taxing entities. Therefore, a company pays taxes to either a county or to a city.

If a company is located in a town, it pays town and county taxes except for utility taxes which are paid only to the town and the license tax which is paid only to the town unless town law permits the additional collection of a county tax.

Manufacturers pay real estate, machinery and tools, truck and automobile, utility, and sales taxes.

Nonmanufacturers pay real estate, tangible personal property, truck and automobile, utility, and sales taxes. They also may pay either a merchants' capital or a license tax.

Manufacturer's Tax Profile (Salem) [pdf](#)

Non-Manufacturer's Tax Profile (Salem) [pdf](#)

City of Salem

Overlooking the beautiful Roanoke Valley of Virginia, Hanging Rock Golf Club is surrounded by breathtaking natural beauty. The course, designed by Russell Breeden, offers a championship layout that guarantees golfers of all skill levels a challenging and exciting round.

Community Facilities

The Roanoke Valley is the medical center for Southwestern Virginia with four major facilities and several smaller centers. Two of these facilities, the Lewis-Gale Medical Center and the Veterans Administration Medical Center, are located in Salem. Lewis-Gale Medical Center is a 521-bed acute care facility that offers a full array of diagnostic and treatment services that include 24-hour emergency care, surgery and a comprehensive cardiac treatment center. The Veterans Administration Medical Center is a 298-bed facility that provides acute, medical, surgical, and psychiatric care. Other area hospitals include Carilion Roanoke Memorial Hospital, Carilion Roanoke Community Hospital, and Gill Memorial Hospital. Carilion Roanoke Memorial Hospital is a 825-bed acute care facility that provides a full range of services that include 24-hour air ambulance service, a Level I trauma center, surgery, a diabetic care unit, a neurosurgical unit, and a respiratory care unit. Carilion Roanoke Community Hospital is home to several outpatient services including a new Urgent Care Center, the Wound Care Center including hyperbaric oxygen treatment (HBOT), outpatient radiology (X-ray, CT scanning and ultrasound) and Occupational Health Services for the business and industrial community. Other facilities in Salem include the Lewis-Gale Center for Behavioral Health and the Mount Regis Center, which provides programs for chemical dependency.

City of Salem

Lewis-Gale Medical Center has been named a "Top 10 HCA Hospital in Cardiac Care." Lewis-Gale's Chest Pain Center, the second chest pain center in Virginia to receive national accreditation, is one of only 128 such accredited centers in the U.S.

Community Facilities (continued)

More than 20 nursing facilities that provide long-term and intermediate care for the elderly are located throughout the metropolitan area.

Approximately 100 physicians and 25 dentists practice in Salem. An additional 350 physicians and 100 dentists can be found in the metropolitan area.

The city of Salem has one public library with a collection over 135,000 volumes. Colleges and universities throughout the Roanoke Valley also permit the public to use their library facilities. These facilities include the libraries of Roanoke College with over 200,000 volumes and Virginia Western Community College with a 80,000-item collection.

The city of Salem offers residents a variety of conveniently located shopping facilities. Both the downtown area and Spartan Square Shopping Center with 27 stores offer a broad mix of retail and service-related businesses. Currently, a new shopping center is slated for completion in early 2010 on the former West Salem Shopping Center property. Seven other conveniently located neighborhood shopping centers can be found in Salem. Additional shopping opportunities are available throughout the metropolitan area. Over 275 stores are located in the area's three regional malls. The downtown area of Roanoke is also bustling with a number of retail facilities that include department and specialty stores.

City of Salem

The Roanoke Symphony Orchestra is the only professional orchestra in Virginia west of Richmond. It has earned a national reputation for distinctive performances of traditional repertoire and high-profile pop concerts featuring jazz, blues, R&B, and country music guest artists.

Lifestyle

Residents of Salem can pursue numerous recreational and cultural activities throughout the Roanoke Valley. The Jefferson National Forest and the Appalachian Trail extend over the northern edge of Roanoke County and provide excellent opportunities for hunting, fishing, camping, and hiking. Fishing and canoeing activities can be found on the Roanoke River, which has been stocked with rainbow and brown trout. Additional fishing is available at Carvins Cove, where boats can be hired and the waters have been stocked with largemouth bass, crappie, bream and pickerel. Smith Mountain Lake, a man-made impoundment with over 500 miles of shoreline is less than an hour's drive from Salem. This popular recreational area offers fishing, boating, camping, and water skiing.

Public recreational facilities in Salem include several community parks with picnic facilities; skateboard park; 12 tennis courts; 21 athletic fields; and a recently renovated nine-hole golf course. The city also owns and maintains a 1.6 mile "Rails to Trails" linear park. Golf can also be found in Salem at Hidden Valley Country Club that features an 18-hole private course and swimming and tennis facilities. Adjacent to Salem is Hanging Rock Golf Club, an 18-hole public course opened in 1992. In the metropolitan area there are four other semi-private 18-hole golf courses and two private 18 and 27-hole golf courses at country clubs that also have swimming and tennis facilities.

The Roanoke Valley offers a variety of cultural opportunities for area residents to enjoy. The focal point of cultural activity is Center in the Square in downtown Roanoke. This unique facility houses the Science Museum of Western Virginia and Hopkins Planetarium; the Roanoke Museum of Fine Arts, with its two galleries; the Mill Mountain Theater, performing a series of Broadway plays throughout the year; the Roanoke Valley Arts Council; and the Roanoke Valley Historical Society with its Roanoke Valley History Museum. Both the Roanoke Ballet Theater and the Roanoke Symphony offer performances throughout the year.

City of Salem

Roanoke's Center in the Square is the focal point of cultural activity in the region with the Science Museum of Western Virginia, Hopkins Planetarium, the Roanoke Museum of Fine Arts, the Mill Mountain Theater and the Roanoke Valley History Museum.

Lifestyle (continued)

A wide assortment of events are also held at the Salem Civic Center. The Center seats 7,500 and presents events that include concerts, trade and exhibit shows, and spectator sports. The Center is also home to the Roanoke Valley Horse Show, which is the largest in Virginia and one of the ten largest in the country; and also the Salem Fair, the second largest in the State. The city was chosen to host the NCAA Division III College Football National Championship Game, The Amos Alonzo Stagg Bowl, at the Salem Stadium. The Roanoke Civic Center with a seating capacity of 11,000 hosts similar programming and has an adjoining auditorium for smaller events that seats 2,500.

Other attractions in the area include the Virginia Museum of Transportation and Mill Mountain Zoo. The Virginia Museum of Transportation operates the largest model train layout in the country as well as offering an extensive collection of steam locomotives and railroad equipment. Mill Mountain Zoo Park contains picnic areas and a children's zoo housing wild and domestic animals.

A variety of festivals are held in the metropolitan area throughout the year. Olde Salem Days, held in September, celebrates fall with an arts and crafts show, musical performances, and one of the largest antique cars shows on the East Coast. Festival in the Park, held in June in Roanoke also features art displays, concerts, and theatrical performances. Other area festivals include Festival on the Market in May and September, Festival on the River during Memorial Day Weekend, and the Annual Crafts Festival in November.

Roanoke Valley Economic Development Partnership